



1           5.     A system as claimed in claim 1, wherein said movie identification input  
2 unit further receives information regarding an assigned location that the movie is to be  
3 shown in the theatre environment associated with said first of said plurality of digital  
4 projector assemblies.

1           6.     A system as claimed in claim 5, wherein said controller for selecting  
2 certain stored data for transmission to said first digital projector assembly is further  
3 responsive to the information regarding the assigned location.

1           7.     A system as claimed in claim 1, wherein said system further includes a  
2 network coupled to said computer storage unit and to said plurality of digital projector  
3 assemblies.

1           8.     A system as claimed in claim 1, wherein said system further includes  
2 assembling means for assembling a plurality of frames into a composite frame for output  
3 by said first digital projector assembly, wherein at least one of said plurality of frames  
4 includes data representative of advertisement information responsive to said movie  
5 identification input unit.

1           9.     A system for communicating with, and displaying data representative of  
2 advertisement information to, movie projection equipment in theatres, said system  
3 comprising:

4           a computer storage unit for receiving and storing data representative of  
5 advertisement information;

6           a processing unit coupled to said computer storage unit;

7 a plurality of digital projector assemblies coupled to said processing unit, said  
8 plurality of digital projector assemblies including a first projector assembly for use in a  
9 first theatre and a second projector assembly for use in a second theatre; and  
10 a movie identification input unit for receiving first theatre scheduling information  
11 regarding a movie that is to be shown in the first theatre, said movie identification input  
12 unit being coupled to said processing unit, and said processing unit being adapted to  
13 provide a first portion of the data representative of advertisement information to the first  
14 digital projector assembly responsive to said first theatre scheduling information.

1 10. A system as claimed in claim 9, wherein said first theatre scheduling  
2 information includes information regarding the time, date and location that a particular  
3 movie is to be shown.

1 11. A system as claimed in claim 10, wherein said system further includes a  
2 network in communication with said plurality of digital projectors, said processing unit,  
3 and said movie identification input unit.

1 12. A system as claimed in claim 9, wherein said scheduling information  
2 includes information regarding whether a particular showing of a particular movie is the  
3 first showing of the movie in that theatre.

1 13. A system as claimed in claim 9, wherein said scheduling information  
2 includes information regarding whether a particular showing of a particular movie is  
3 within the first week of the first showing of the movie in that theatre.

1 14. A system as claimed in claim 9, wherein said movie identification input  
2 unit also receives said second theatre scheduling information regarding a movie that is to  
3 be shown in the second theatre, and said processing unit is adapted to provide a second  
4 portion of the data representative of advertisement information to the second digital  
5 projector assembly responsive to said second theatre scheduling information.

1 15. A method of providing data representative of advertisement information to  
2 movie projection equipment in theatres, said system comprising the steps of:

3 initializing a computer storage unit for receiving and storing data representative of  
4 advertisement information;

5 receiving data from the computer storage unit at a plurality of digital projector  
6 assemblies;

7 generating movie identification information regarding a movie that is to be shown  
8 in a theatre environment associated with a first of the plurality of digital projector  
9 assemblies; and

10 selecting certain stored data from the computer storage unit for transmission to the  
11 first digital projector assembly responsive to the movie identification information.

1 16. The method as claimed in claim 15, wherein said method further includes  
2 the step of assembling a plurality of frames into a composite frame for output by the first  
3 digital projector, wherein at least one of the plurality of frames includes data  
4 representative of advertisement information responsive to the movie identification  
5 information.



1           21.     A system as claimed in claim 17, wherein said system further includes an  
2 exposure reporting unit for recording data representative of information relating to the  
3 number of people that comprise the first audience, and the display of the selected subset  
4 of the advertisement information to the first audience.

1           22.     A system as claimed in claim 17, wherein said common interest  
2 information includes information regarding a movie.

1           23.     A system as claimed in claim 17, wherein said common interest  
2 information further includes information regarding the time of day that a movie is  
3 scheduled to be shown.

1           24.     A system as claimed in claim 18, wherein said common interest  
2 information further includes information regarding whether the time of day that a movie  
3 is scheduled to be shown is the first showing of the movie in that theatre.

1           25.     A method of providing advertisement information to an audience, said  
2 method comprising the steps of:

3           providing a storage medium for storing advertisement information regarding a  
4 plurality of advertisements;

5           identifying a common interest characteristic that each of the members of a first  
6 audience has in common;

7           generating common interest data representative of said common interest  
8 characteristic; and

9 selecting a subset of the advertisement information responsive to the common  
10 interest data.

1 26. A method as claimed in claim 25, wherein said method further includes  
2 the step of displaying the selected subset of the advertisement information to the first  
3 audience.

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